



2022 MEDIA KIT

Advertising opportunities to reach PBDG members, partners, and the construction community.



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ABOUT US

Professional Business Development Group is a trade association in the construction industry. Our members are minority- and women-owned businesses. We are experts in every trade and phase of the built environment, and we provide advocacy and networking for job opportunities.

Our partners include housing developers, large contractors, public agencies, the business community and other nonprofit organizations.

OUR MISSION

PBDG's mission is to advocate for equity and inclusion in the construction industry and proactively support, mentor, and provide access to resources to marginalized and underrepresented business owners in the building trade.

PBDG Foundation is a 501c3 nonprofit organization.

WHAT WE DO

We are providing work opportunities, training and technical assistance for our members while continuing to raise their voices at the local, state, and federal levels. We are not just setting aspirational goals; we are finding ways to foster more inclusive opportunities so our members will get real results while improving equity within our industry.

Since our start, PBDG's advocacy has increased minority participation and subcontracting opportunities. Establishing partnerships with large general contractors has resulted in millions in opportunities for our membership while giving chances for mentorship by industry titans who believe in an equal and equitable society.



OUR MEMBERS

We have over 100 members and are continuing to grow. Our membership represents a diverse set of construction trades.

CONSTRUCTION TRADES

Here's a breakdown of the trade services our members provide:

- Carpentry: Framing
- Cleaning Services: Final Site Cleaning, Janitorial, Power Washing, Pressure Washing, Window Cleaning
- Civil Site Work
- Commercial Construction and Services: Construction Management, Flagging
- Concrete, Masonry, and Pavement
- Design and Planning: 3D Printing, CAD/BIM Drafting, Architectural Planning/Design,
- Electrical: Low Voltage, Power Management and Maintenance
- Engineering: Heavy Civil
- Exteriors: ADA Ramps, Decorative Metals, Fencing, Metal Fabrication, Painting, Sheet Metal, Siding,
- General Contractor
- Interiors: Acoustical, Painting, Custom Cabinets, Doors and Hardware, Fixture Installation, Flooring, HVAC, Tiling
- Professional Services: Accounting, Bookkeeping, Consulting, Cyber Security, Data Analytics, DEI Program Management, Environmental Advising, Equity Consulting, Financial Advising, Management & Planning, IT, Lab Tests, Project Management, Public Affairs, Security, System Implementation, Technical Assistance
- Residential Construction, Remodeling, and Renovations
- Specialty Services: Demolition, Excavation, Green Roofs, Landscaping, Nursery, Plumbing, Road Construction, Roofing, Sewer, Storm, and Water Line Installation, Street Sweeping, Trailers, Tree Planting and Removal, Underground Utilities, Waterproofing, Welding,
- Trucking and Transportation: Dump Truck, Hauling, Junk Removal

COBID CERTIFICATIONS

Our members have the following COBID certifications:

- ACDBE
 - DBE
 - ESB
 - MBE
 - WBE
- 

MEMBER LOCATIONS

90% of our members are in Oregon

- 51% in Portland
- 8% Beaverton
- 7% Hillsboro
- 4% Gresham

Other locations: Albany, Bend, Boring, Clackamas, Fairview, Gaston, Hubbard, Klamath Falls, Lake Oswego, North Plains, Redmond, Salem, Tigard, Troutdale, Wilsonville

10% of our members are in SW Washington

- 71% in Vancouver

Other locations: Camas and Washougal

ADVERTISING RATES

Advertisers can leverage the PBDG email newsletter and social media channels to reach our audiences. Members and Partners receive a 25% discount on these rates.

EMAIL CAMPAIGNS

- \$500 to include in our weekly newsletter
- \$1000 to run a targeted email campaign

SOCIAL MEDIA CAMPAIGNS

- \$500 for one social post for 2 consecutive weeks
- \$1000 for one social post for 4 consecutive weeks

EMAIL STATS

- Open Rate: 27.7%*
- Click Rate: 5.5%**
- List size: 1200 emails

Target your campaign to Members, Partners, Agencies, Contractors, Developers, or Press.

From M+R Benchmarks 2021 Study

*Nonprofit industry average open rate: 21%

**Average click through rate 1.8%

SOCIAL MEDIA STATS

- Facebook: 174 followers
- LinkedIn: 435 followers

We are actively working to build our following, since July 2021 we've grown Facebook by 76% and LinkedIn by 28%.

CONTACT US TO GET STARTED

partnerships@pbdgweb.com